

REMARKS/ARGUMENTS

In response to the Examiner's further Office Action of September 25, 2008 the Applicant respectfully submits the accompanying Amendment of the claims and the below Remarks.

Regarding Amendment

In the Amendment:

independent claim 1 is amended to specify that the cartridge has an opening arranged to enable a roller of the print media feed mechanism of the digital photofinishing system to contact a wound portion of the roll of print media and that an unwound portion of the roll of print media is fed through the printer by operation of the roller on the wound portion of the roll of print media. Support for these amendments can be found at page 12, line 27-page 15, line 12 of the present specification.

It is respectfully submitted that the Amendment does not add any new matter to the present application.

Regarding 35 USC 102(b) and 103(a) Rejections

It is respectfully submitted that the subject matter of amended independent claim 1 is not disclosed or suggested by either of Silverbrook '088 and '868 either taken alone or in view of WO 99/04368, because none of these cited references disclose or suggest a cartridge having an opening and roll of print media arranged to contact a drive roller of a digital photofinishing system as required in the claimed invention.

It is respectfully submitted that all of the Examiner's rejections have been traversed. Accordingly, it is submitted that the present application is in condition for allowance and reconsideration of the present application is respectfully requested.

Very respectfully,

Applicant/s:



Kia Silverbrook



Tobin Allen King

C/o: Silverbrook Research Pty Ltd
393 Darling Street
Balmain NSW 2041, Australia

Email: kia.silverbrook@silverbrookresearch.com

Telephone: +612 9818 6633

Facsimile: +61 2 9555 7762